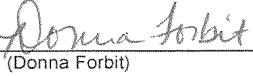


I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: May 28, 2008

Signature: 
(Donna Forbit)

Docket No.: M065
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
James T. Morris et al.

Application No.: 10/791,298

Confirmation No.: 3516

Filed: March 1, 2004

Art Unit: 2618

For: MOBILE RICH MEDIA INFORMATION
SYSTEM

Examiner: J. N. Young

APPEAL BRIEF

MS Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

As required under 37 C.F.R. § 41.37(a), this brief is filed within two months of the Notice of Appeal filed in this case on March 28, 2008, and is in furtherance of said Notice of Appeal.

The fees required under 37 C.F.R. § 41.20(b)(2) is being paid online by credit card.

This brief contains items under the following headings as required by 37 C.F.R. § 41.37 and M.P.E.P. § 1206:

- I. Real Party In Interest
- II. Related Appeals and Interferences
- III. Status of Claims
- IV. Status of Amendments
- V. Summary of Claimed Subject Matter
- VI. Grounds of Rejection to be Reviewed on Appeal
- VII. Argument
- VIII. Claims Appendix
- IX. Evidence Appendix
- X. Related Proceedings Appendix

I. REAL PARTY IN INTEREST

The real party in interest for this appeal is:

Adobe Systems Incorporated

II. RELATED APPEALS, INTERFERENCES, AND JUDICIAL PROCEEDINGS

There are no other appeals, interferences, or judicial proceedings which will directly affect or be directly affected by or have a bearing on the Board's decision in this appeal.

III. STATUS OF CLAIMS

A. Total Number of Claims in Application

There are 102 claims pending in application.

B. Current Status of Claims

1. Claims canceled: 2, 20, and 66
2. Claims withdrawn from consideration but not canceled: None
3. Claims pending: 1, 3-19, 21-65 and 67-102
4. Claims allowed: None
5. Claims rejected: 1, 3-19, 21-65 and 67-102

C. Claims On Appeal

The claims on appeal are claims 1, 3-19, 21-65 and 67-102

IV. STATUS OF AMENDMENTS

A Final Office Action rejecting the claims of the present application was mailed December 31, 2007. In response, Applicant did not file an Amendment After Final Rejection, but instead filed a Notice of Appeal, which this brief supports. Accordingly, the claims on appeal are those as rejected in the Final Office Action of December 31, 2007. A complete listing of the claims is provided in the Claims Appendix hereto.

V. SUMMARY OF CLAIMED SUBJECT MATTER

The following provides a concise explanation of the subject matter defined in each of the separately argued claims involved in the appeal, referring to the specification by page and line number and to the drawings by reference characters, as required by 37 C.F.R. § 41.37(c)(1)(v). Each element of the claims is identified by a corresponding reference to the specification and drawings where applicable. It should be noted that the citation to passages in the specification and drawings for each claim element does not imply that the limitations from the specification and drawings should be read into the corresponding claim element.

According to one claimed embodiment, such as that of independent claim 1, a mobile information system comprises a plurality of mobile units (e.g., mobile devices 101 – 103 of FIGURE 1); a subscription server (e.g., subscription server 105 of FIGURE 1) in communication with said plurality of mobile units; and a client subscription manager (e.g., client manager 503 of FIGURE 5) operable on the subscription server for compiling a data feed for each one of said plurality of mobile units (*see e.g.*, paragraph 0018 of the specification), said data feed comprising channel data for each one of a plurality of channels subscribed to by each one of said plurality of mobile units, *see e.g.*, paragraph 0019 of the specification. The system further comprises one interactive multimedia runtime container (iMRC) (e.g., iMRC 212 – 219 of FIGURE 2), operable on a display (e.g., display 220 of FIGURE 2) of said plurality of mobile units, for said each one of said plurality of channels subscribed to, *see e.g.*, paragraph 0024 of the specification; and a channel application, *see e.g.*, paragraph 0044 of the specification, operable within said one iMRC, for presentation of one of said plurality of channels subscribed to, wherein said channel application presentation uses said channel data from said data feed to display one of said plurality of channels subscribed to, *see e.g.*, paragraphs 0024 – 0025 of the specification.

In certain embodiments, such as that of dependent claim 3, the mobile information system further comprises a navigation component, *see e.g.*, example of FIGURES 3B – 3E, on each of said mobile units for translating navigation movements entered by a user into navigation signals, *see e.g.*, paragraphs 0033 – 0037, wherein said navigation signals control at least one of navigation between ones of said plurality of channels, *see e.g.*, paragraphs 0033 – 0037, and navigation within rich media information displayed within said each one of said plurality of channels, *see e.g.*, paragraphs 0038 – 0039.

In certain embodiments, such as that of dependent claim 4, the mobile information system further comprises a user interface application for receiving input from a user related to at least one of subscription to one or more of said plurality of channels; and user preferences for information to be presented in said each of said plurality of channels subscribed to, *see e.g.*, paragraphs 0016 and 0050 of the specification.

In certain embodiments, such as that of dependent claim 5, the mobile information system further comprises a feed store (e.g., feed store 21 of FIGURE 2) located within each of said plurality of mobile units, wherein said feed data is stored associated with each corresponding one of said plurality of channels subscribed to, *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification.

In certain embodiments, such as that of dependent claim 6, the channel data of the mobile information system of claim 5 is accessible only by each corresponding one of plurality of channels, *see e.g.*, paragraph 0057 of the specification.

In certain embodiments, such as that of dependent claim 7, the mobile information system further comprises a signaling engine (e.g., signaling engine 502 of FIGURE 5) located within each of said plurality of mobile units, wherein the signaling engine monitors for signals transmitted by the subscription server, *see e.g.*, paragraphs 0053 of the specification.

In certain embodiments, such as that of dependent claim 8, the signals transmitted by the subscription server of the mobile information system of claim 7 indicate availability of an updated data feed, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 9, the mobile information system of claim 8 transmits a request for the updated data feed upon receipt of said signals, *see e.g.*, paragraph 0054 of the specification.

In certain embodiments, such as that of dependent claim 10, the mobile information system further comprises a transaction manager located within each of said plurality of mobile units, wherein said transaction manager transmits information received from a user to the subscription server, *see e.g.*, paragraphs 0051 – 0052 of the specification.

In certain embodiments, such as that of dependent claim 11, the information received from user of the mobile information system of claim 10 comprises at least one of user preferences concerning display of plurality of channels subscribed to; and user requests for subscribing to another one of said plurality of channels, *see e.g.*, paragraph 0051 of the specification.

In certain embodiments, such as that of dependent claim 12, the mobile information system further comprises a push engine (e.g., push engine 202 of FIGURE 2) for separating said data feed into data chunks corresponding to channel data for each one of said plurality of channels subscribed to, *see e.g.*, paragraph 0027 of the specification.

In certain embodiments, such as that of dependent claim 13, said channel application is downloaded from the subscription server on subscription to one of said plurality of channels, *see e.g.*, paragraph 0044 of the specification and FIGURE 4.

In certain embodiments, such as that of dependent claim 14, updates to the channel application of mobile information system of claim 13 are downloaded from the subscription server, *see e.g.*, paragraph 0040 of the specification and FIGURE 4.

In certain embodiments, such as that of dependent claim 15, the subscription server transmits one or more system feeds for providing system data, *see e.g.*, paragraph 0049 of the specification.

In certain embodiments, such as that of dependent claim 16, the system data of mobile information system of claim 15 provides channel data for displaying one or more system channels, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 17, the system channels of mobile information system of claim 16 comprises one or more of: a channel listing providing information on each of said plurality of channels available for subscription; a headline channel for displaying a summary of each of said plurality of channels subscribed to, said summary displayed in a single channel; a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system; visual elements of said iMRC; and a game channel, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 18, one or more system feeds of the mobile information system of claim 16 are accessible only by one or more system channels, *see e.g.*, paragraph 0057 of the specification.

According to one claimed embodiment, such as that of independent claim 19, a system for providing a plurality of rich media channels comprises a stream (e.g., stream 403 of FIGURE 4) of channel data describing information presented in said plurality of rich media channels, *see e.g.*, paragraph 0013; a mobile device (e.g., mobile devices 101 – 103 of FIGURE 1) receiving said stream of channel data, and a channel data storage (e.g., feed storage 106 of FIGURE 1) on the mobile device for each one of the plurality of rich media channels for storing current channel data associated with said each one of said plurality of rich media channels, *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification. The mobile device comprises a display (e.g., display 220 of FIGURE 2); a rich media runtime container (e.g., iMRC 212 – 219 of FIGURE 2) operable on said display; a plurality of channel applications, *see e.g.*, paragraph 0044 of the specification, operable within said rich media runtime container, wherein each of said channel applications uses said channel data for presenting said information, *see e.g.*, paragraphs 0024 – 0025 of the specification; and a navigation element, *see e.g.*, example of FIGURES 3B – 3E, manually operable by a user to navigate through said plurality of rich media channels, *see e.g.*, paragraph 0033 of the specification.

In certain embodiments, such as that of dependent claim 21, the access to the channel data of the system in former claim 20 and amended claim 19 that is associated with each one of the plurality of rich media channels is restricted to each one of the plurality of rich media channels, *see e.g.*, paragraph 0057 of the specification. It should be noted that Applicant mistakenly forgot to amend the dependency of claim 21 to reflect the addition of the limitations of claim 20 into claim 19 and subsequent cancellation of claim 20. Applicant intends to amend the claims to correct the dependency upon completion of the present appeal. Applicant respectfully requests the Board to consider claim 21 as if it were correctly shown to depend from claim 19.

In certain embodiments, such as that of dependent claim 22, the system of former claim 20 and amended claim 19 further comprises a push engine application (e.g., push

engine 202 of FIGURE 2) on said mobile device for separating the stream of channel data for each of said plurality of rich media channels and storing the separate channel data in said channel data storage, *see e.g.*, paragraph 0027 of the specification. It should be noted that Applicant mistakenly forgot to amend the dependency of claim 22 to reflect the addition of the limitations of claim 20 into claim 19 and subsequent cancellation of claim 20. Applicant intends to amend the claims to correct the dependency upon completion of the present appeal. Applicant respectfully requests the Board to consider claim 22 as if it were correctly shown to depend from claim 19.

In certain embodiments, such as that of dependent claim 23, the system of claim 19 further comprises a channel application storage (e.g., channel application memory 221 of FIGURE 2) on said mobile device for storing a rich media application defining the visual experience of each of said plurality of rich media channels, *see e.g.*, paragraph 0023 of the specification.

In certain embodiments, such as that of dependent claim 24, the stream of channel data of the system in claim 23 also comprises application data defining the channel application, *see e.g.*, paragraph 0047 of the specification.

In certain embodiments, such as that of dependent claim 25, the application data of the system in claim 24 either updates the channel application; or initiates the channel application, *see e.g.*, paragraph 0054 of the specification.

In certain embodiments, such as that of dependent claim 26, the system of claim 19 further comprises a user interface (e.g., user interface 500 of FIGURE 5) for receiving input from a user relating to one of: subscribing to one or more of said plurality of rich media channels; unsubscribing to one or more of said plurality of rich media channels subscribed to; and user preferences of information presented in said one or more of said plurality of rich media channels subscribed to, *see e.g.*, paragraph 0050 of the specification.

In certain embodiments, such as that of dependent claim 27, the system of claim 19 includes a first page of each of said plurality of rich media channels subscribed to is sequentially displayed on the display when no activity has been detected by a user for a predefined period of time, *see e.g.*, paragraph 0032 of the specification.

In certain embodiments, such as that of dependent claim 28, the system of former claim 20 and amended claim 19 further comprises a rich media subscription server (e.g., subscription server 105 of FIGURE 1) that updates the channel data stored in said channel data storage, *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification. It should be noted that Applicant mistakenly forgot to amend the dependency of claim 28 to reflect the addition of the limitations of claim 20 into claim 19 and subsequent cancellation of claim 20. Applicant intends to amend the claims to correct the dependency upon completion of the present appeal. Applicant respectfully requests the Board to consider claim 28 as if it were correctly shown to depend from claim 19.

In certain embodiments, such as that of dependent claim 29, the updates of the system of claim 28 are initiated by at least one of: the mobile device; and the rich media subscription server, *see e.g.*, paragraph 0054 of the specification. It should be noted that Applicant mistakenly forgot to amend the dependency of claim 28, from which claim 29 depends, to reflect the addition of the limitations of claim 20 into claim 19 and subsequent cancellation of claim 20. Applicant intends to amend the claims to correct the dependency upon completion of the present appeal. Applicant respectfully requests the Board to consider claim 29 as if its dependencies were correctly shown.

In certain embodiments, such as that of dependent claim 30, the system of claim 29 further comprises an option that is presented to said user for selecting an interval in which to poll the rich media subscription server for the updates, *see e.g.*, paragraph 0055 of the specification. It should be noted that Applicant mistakenly forgot to amend the dependency of claim 28, from which claim 30 indirectly depends, to reflect the addition of the limitations of claim 20 into claim 19 and subsequent cancellation of claim 20. Applicant intends to amend the claims to correct the dependency upon completion of the present appeal. Applicant respectfully requests the Board to consider claim 30 as if its dependencies were correctly shown.

In certain embodiments, such as that of dependent claim 31, the system of claim 19 further comprises one or more streams of system data describing information related to operation of said system, wherein the system data is accessible by one or more system channels, *see e.g.*, paragraphs 0042 – 43 of the specification.

In certain embodiments, such as that of dependent claim 32, the system data of claim 31 relates to at least one of: a discovery channel providing information on each of said plurality of rich media channels available for subscription; a now playing channel for displaying a summary of each of said plurality of rich media channels subscribed to, said summary displayed in a single channel; a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system; visual elements of said rich media runtime container; and a game channel, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 33, the system of claim 19 further comprises an information navigation element, *see e.g.*, example of FIGURES 3B – 3E, for navigating information presented in the plurality of rich media channels, *see e.g.*, paragraphs 0033 – 37 of the specification.

According to one claimed embodiment, such as that of independent claim 34, a method for presenting a plurality of dynamic multimedia information channels (DMIC) on a mobile device is provided. The method comprises of: compiling a stream of data at a dynamic information subscription server, *see e.g.*, paragraph 0042 of the specification, wherein the stream of data comprises channel data related to ones of said plurality of DMIC subscribed to by a user of said mobile device, *see e.g.*, paragraphs 0042-43 of the specification; receiving said stream of data at said mobile device (e.g., mobile devices 101 – 103 of FIGURE 1), *see e.g.*, paragraphs 0043-43 of the specification; and running a channel program within an interactive multimedia runtime (iMR) on a display of said mobile device, wherein the channel program corresponds to each of said plurality of DMIC, *see e.g.*, paragraphs 0042-43 of the specification.

In certain embodiments, such as that of dependent claim 35, the method of claim 34 further comprises: navigating through each of the plurality of DMIC responsive to navigation movements received from a user of the mobile device; and navigating through information presented in the DMIC responsive to in-channel navigation movements received the said user of said mobile device, *see e.g.*, paragraphs 0033 – 37 of the specification.

In certain embodiments, such as that of dependent claim 36, the method of claim 34 further comprises separating channel-specific data chunks of the channel data from the stream

of data; and populating the running channel program with channel data from the stream of data, *see e.g.*, paragraphs 0027 and 0047 of the specification.

In certain embodiments, such as that of dependent claim 37, the method of claim 36 further comprises storing said channel-specific data chunks of said channel data on said mobile device, *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification.

In certain embodiments, such as that of dependent claim 38, the method of claim 37 further comprises: restricting access to said channel-specific data chunks to corresponding ones of said plurality of DMIC, *see e.g.*, paragraph 0057 of the specification.

In certain embodiments, such as that of dependent claim 39, the method of claim 34 further comprises presenting subscriptions options to the user for the plurality of DMIC; and responsive to selections made by said user, communicating subscriptions selections to a multimedia information server, *see e.g.*, paragraph 0022 of the specification.

In certain embodiments, such as that of dependent claim 40, the method of claim 39 further comprises of downloading the channel application corresponding to ones of the plurality of DMIC subscribed to by the user, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 41, the method of claim 34 further comprises of updating said channel data according to an update system; and updating said channel application according to an update system, *see e.g.*, paragraph 0040 of the specification and FIGURE 4.

In certain embodiments, such as that of dependent claim 42, the update system of claim 41 comprises one or more of: receiving said updates directly from said dynamic information subscription server when changes to one of said channel data and said channel application are detected, *see e.g.*, paragraphs 0040-41 of the specification; and receiving the updates responsive to a request from said mobile device, *see e.g.*, paragraphs 0051-52 of the specification. The request is issued according to one of: an update available signal received from said dynamic information subscription server; and passing of a predetermined period of time, *see e.g.*, paragraphs 0040-41 of the specification.

In certain embodiments, such as that of dependent claim 43, the user in claim 42 designates said predetermined period of time, *see e.g.*, paragraphs 0041 of the specification.

In certain embodiments, such as that of dependent claim 44, the method of claim 34 further comprises of receiving user preferences from said user at said mobile device; and communicating said user preference to said dynamic information subscription server for tailoring said stream of data to said user preference, *see e.g.*, paragraphs 0049 – 0050 of the specification.

In certain embodiments, such as that of dependent claim 45, the method of claim 34 further comprises of receiving one or more streams of system data at said mobile device, *see e.g.*, paragraph 0018 of the specification; and displaying one or more system channels using the system data, *see e.g.*, paragraph 0024 of the specification.,

In certain embodiments, such as that of dependent claim 46, the method of claim 45 further comprising of restricting access to said system data to said one or more system channels, *see e.g.*, paragraph 0057.

In certain embodiments, such as that of dependent claim 47, the one or more system channels of claim 45 comprises one or more of: a channel listing providing information on each of said plurality of channels available for subscription; a headline channel for displaying a summary of each of said plurality of channels subscribed to, the summary displayed in a single channel; a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system; visual elements of said iMR; and a game channel, *see e.g.*, paragraph 0024 of the specification.

According to one claimed embodiment, such as that of independent claim 48, a method for experiencing interactive multimedia information on a mobile unit (e.g., mobile devices 101 – 103 of FIGURE 1) is provided. The method comprises of: interacting with a user interface of said mobile unit to subscribe to one or more channels having interactive multimedia content, *see e.g.*, paragraph 0050 of the specification; displaying one of said one or more channels on a display (e.g., display 220 of FIGURE 2) of the mobile unit, *see e.g.*, paragraph 0024 of the specification; and manipulating a navigational mechanism, *see e.g.*, example of FIGURES 3B – 3E, on the mobile unit to explore said interactive multimedia

content on one of said one or more channels, *see e.g.*, paragraphs 0033 – 0037 of the specification.

In certain embodiments, such as that of dependent claim 49, the method of claim 48 further comprises of interacting with said user interface of the mobile unit to enter preferences applicable to said one or more channels subscribed to, *see e.g.*, paragraphs 0049 – 50 of the specification.

In certain embodiments, such as that of dependent claim 50, the method of claim 48 further comprises automatically receiving content updates for said one or more channels subscribed to, *see e.g.*, paragraph 0016 of the specification.

In certain embodiments, such as that of dependent claim 51, the method of claim 48 further comprises receiving said content updates directly from an enhanced subscription server (e.g., enhanced subscription server 105 of FIGURE 1) when changes to one of said one or more channels is detected, *see e.g.*, paragraphs 0040-41 of the specification; and receiving said content updates responsive to a request from said mobile unit, *see e.g.*, paragraphs 0051-52 of the specification. The request is issued according to one of: an update available signal received from the enhanced subscription server; and passing of a predetermined period of time, *see e.g.*, paragraph 0041 of the specification.

In certain embodiments, such as that of dependent claim 52, the method of claim 48 further comprises receiving a subscriber-specific stream of channel data from an enhanced subscription server (e.g., enhanced subscription server 105 of FIGURE 1), *see e.g.*, paragraph 0018 of the specification; and storing said channel data in a channel-specific memory address, *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification.

In certain embodiments, such as that of dependent claim 53, the method of claim 52 further comprises: restricting access to said channel data to ones of said one or more channels associated with said channel data, *see e.g.*, paragraph 0057.

In certain embodiments, such as that of dependent claim 54, the method of claim 52 further comprises using subscription information entered during said interacting to compile said subscriber-specific stream of channel data, *see e.g.*, paragraph 0042 of the specification.

In certain embodiments, such as that of dependent claim 55, the method of claim 52 further comprises: using said preferences to compile said subscriber-specific stream of channel data, *see e.g.*, paragraphs 0042 of the specification.

In certain embodiments, such as that of dependent claim 56, the method of claim 48 further comprises: running an interactive multimedia runtime container (iMRC) for each of said one or more channels displayed on said mobile unit, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 57, the method of claim 56 further comprises: combining said channel data and channel application logic in said iMRC to display said one or more channels, *see e.g.*, paragraph 0018 of the specification.,

In certain embodiments, such as that of dependent claim 58, the channel application logic of claim 57 comprises one of: application logic preexisting on said mobile unit; and application logic downloaded from the enhanced subscription server upon subscription to one of said one or more channels, *see e.g.*, paragraphs 0043-44 of the specification.

In certain embodiments, such as that of dependent claim 59, the method of claim 57 further comprises: automatically receiving logic updates for said channel application logic, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 60, the method of claim 48 further comprises: receiving at least one stream of system channel data at said mobile unit, *see e.g.*, paragraph 0018 of the specification; and displaying at least one system channel using said system channel data, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 61, the method of claim 60 further comprises: restricting access to said system channel data to said at least one system channel, *see e.g.*, paragraph 0057 of the specification.

In certain embodiments, such as that of dependent claim 62, at least one system channel of claim 60 comprise at least one of: a channel listing providing information on each of said one or more channels available for subscription; and a headline channel for displaying a summary of each of said one or more channels subscribed to, said summary displayed in a

single channel, *see e.g.*, paragraph 0024 of the specification. The system further comprises a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system; visual elements of said iMR; and a game channel, *see e.g.*, paragraph 0024 of the specification.

According to one claimed embodiment, such as that of independent claim 63, a system for viewing interactive rich media information on a mobile device is provided, *see e.g.*, paragraph 0014 of the specification. The system comprises: means for interacting with a user interface of said mobile device to subscribe to plurality of rich media channels having rich media content, *see e.g.*, paragraph 0050 of the specification; means for displaying one of said plurality of rich media channels on a display of said mobile device, *see e.g.*, paragraph 0018 of the specification; means for manipulating a navigation mechanism on said mobile device to explore said rich media content on one of said plurality of rich media channels, *see e.g.*, paragraphs 0033 – 0037 of the specification; means for receiving said content updates directly from an enhanced subscription server (e.g., enhanced subscription server 105 of FIGURE 1) when changes to one of said plurality of rich media channels is detected, *see e.g.*, paragraph 0040 of the specification; and means for receiving said content updates responsive to a request from said mobile device, *see e.g.*, paragraphs 0051-52 of the specification. The request is issued according to one of: an update available signal received from the enhanced subscription server; and passing of a predetermined period of time, *see e.g.*, paragraphs 0040 – 0041 of the specification.

In certain embodiments, such as that of dependent claim 64, the system of claim 63 further comprises: means for interacting with the user interface of the mobile device to enter preferences applicable to the plurality of rich media channels subscribed to, *see e.g.*, paragraphs 0049 – 0050 of the specification.

In certain embodiments, such as that of dependent claim 65, the system of claim 63 further comprises: means for automatically receiving content updates for said plurality of rich media channels subscribed to, *see e.g.*, paragraph 0016 of the specification.

In certain embodiments, such as that of dependent claim 67, the system of claim 63 further comprises: means for receiving a subscriber-specific stream of channel data from an enhanced subscription server (e.g., enhanced subscription server 105 of FIGURE 1), *see e.g.*,

paragraph 0018 of the specification; and means for storing said channel data in a channel-specific memory (e.g., storage blocks 203 – 210 of FIGURE 2), *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification.

In certain embodiments, such as that of dependent claim 68, the system of claim 67 further comprises: means for restricting access to said channel data to ones of said plurality of rich media channels associated with said channel data, *see e.g.*, paragraph 0057 of the specification.

In certain embodiments, such as that of dependent claim 69, the system of claim 67 further comprises: means for using subscription information entered during execution of said means for interacting to compile said subscriber-specific stream of channel data, *see e.g.*, paragraph 0042 of the specification.

In certain embodiments, such as that of dependent claim 70, the system of claim 67 further comprises: means for using said preferences to compile said subscriber-specific stream of channel data, *see e.g.*, paragraphs 0042 of the specification.

In certain embodiments, such as that of dependent claim 71, the system of claim 63 further comprises: means for running an interactive multimedia runtime container (iMRC) for each of said plurality of rich media channels displayed on said mobile device, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 72, the system of claim 71 further comprises: means for combining said channel data and channel application logic in said iMRC to display said plurality of rich media channels, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 73, the channel application logic of claim 72 comprises one of: application logic preexisting on said mobile device; and application logic downloaded from the enhanced subscription server upon subscription to one of said plurality of rich media channels, *see e.g.*, paragraphs 0043-44 of the specification.

In certain embodiments, such as that of dependent claim 74, the system of claim 72 further comprises: means for automatically receiving logic updates for said channel application logic, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 75, the system of claim 63 further comprises means for receiving at least one stream of system channel data at said mobile device, *see e.g.*, paragraph 0018 of the specification; and means for displaying at least one system channel using said system channel data, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 76, the system of claim 75 further comprises: means for restricting access to said system channel data to said at least one system channel, *see e.g.*, paragraph 0057.

In certain embodiments, such as that of dependent claim 77, at least one system channel of claim 75 comprise at least one of: a channel listing providing information on each of said plurality of rich media channels available for subscription; a headline channel for displaying a summary of each of said plurality of rich media channels subscribed to, said summary displayed in a single channel; a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system; visual elements of said iMR; and a game channel, *see e.g.*, paragraph 0024 of the specification.

According to one claimed embodiment, such as that of independent claim 78, a mobile rich media information system is provided. The information system comprises: an enhanced subscription server (e.g., enhanced subscription server 105 of FIGURE 1) configured to retrieve information from at least one of a plurality of Internet sources and compile at least one subscriber-specific data stream for a mobile device based upon channel subscription information associated with the mobile device, the channel subscription information comprising a channel selection, *see e.g.*, paragraphs 0017-0019 of the specification. At least one subscriber-specific data stream comprises channel content data for populating one of a plurality of channels corresponding to the channel selection, *see e.g.*, paragraph 0019 of the specification. Further, the mobile device is configured to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels, the interactive multimedia

runtime container residing within the mobile device, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 79, the enhanced subscription server of claim 78 is configured to transmit a signal to the mobile device to indicate an availability of updated channel content data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 80, the enhanced subscription server of claim 78 is configured to receive a channel content data request from the mobile device and to transmit updated channel content data to the mobile device, *see e.g.*, paragraphs 0051-52 of the specification.

In certain embodiments, such as that of dependent claim 81, at least one subscriber-specific data stream of claim 78 comprises channel application data associated with the one of the plurality of channels corresponding to the channel selection, the channel application data being operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 82, the enhanced subscription server of claim 81 is configured to transmit a signal to the mobile device to indicate an availability of updated channel application data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 83, the enhanced subscription server of claim 81 is configured to receive a channel application data request from the mobile device and to transmit updated channel application data to the mobile device, *see e.g.*, paragraphs 0053-54 of the specification.

According to one claimed embodiment, such as that of independent claim 84, a mobile rich media information method is provided. The method comprises: receiving, at an enhanced subscription server (e.g., enhanced subscription server of FIGURE 1), channel subscription information associated with a mobile device (e.g., mobile devices 101 – 103 of

FIGURE 1), the channel subscription information comprising a channel selection, *see e.g.*, paragraphs 0017-19 of the specification; gathering channel content data from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection, *see e.g.*, paragraphs 0018-19 of the specification; compiling at least one subscriber-specific data stream for the mobile device, the at least one subscriber-specific data stream comprising the channel content data, *see e.g.*, paragraph 0019 of the specification; and transmitting the at least one subscriber-specific data stream to the mobile device, *see e.g.*, paragraph 0019 of the specification. The mobile device is configured to populate one of a plurality of channels corresponding to the channel selection with the channel content data and to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 85, the method of claim 84 further comprises transmitting, from the enhanced subscription server, a signal indicating an availability of updated channel content data to the mobile device, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 86, the method of claim 84 further comprises: receiving, at the enhanced subscription server, a channel content data request from the mobile device; and transmitting updated channel content data to the mobile device, *see e.g.*, paragraphs 0051-52 of the specification.

In certain embodiments, such as that of dependent claim 87, at least one subscriber-specific data stream of claim 84 comprises channel application data associated with the one of the plurality of channels corresponding to the channel selection, *see e.g.*, paragraph 0044 of the specification. The channel application data is operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 88, the method of claim 87 further comprises transmitting, from the enhanced subscription server to the mobile device, a

signal indicating an availability of updated channel application data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 89, the method of claim 87 further comprises: receiving, at the enhanced subscription server, a channel application data request from the mobile device; and transmitting updated channel application data to the mobile device, *see e.g.*, paragraphs 0052-53 of the specification.

According to one claimed embodiment, such as that of independent claim 90, a mobile rich media information system is provided. The system comprises: a mobile device (e.g., mobile devices 101 – 103 of FIGURE 1) configured to receive at least one subscriber-specific data stream from an enhanced subscription server, *see e.g.*, paragraph 0018 of the specification. At least one subscriber-specific data stream is compiled by the enhanced subscription server based upon information retrieved from at least one of a plurality of Internet sources and based upon channel subscription information associated with the mobile device, *see e.g.*, paragraphs 0018-19 of the specification. The channel subscription information comprises a channel selection, wherein the at least one subscriber-specific data stream comprises channel content data for populating one of a plurality of channels corresponding to the channel selection, *see e.g.*, paragraphs 0017-19 of the specification. Further, the mobile device is configured to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 91, the mobile device of claim 90 further comprises a signaling engine (e.g., signaling engine 502 of FIGURE 5) configured to monitor a signal transmitted by the enhanced subscription server indicating an availability of updated channel content data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 92, at least one subscriber-specific data stream of claim 90 comprises channel application data associated with the channel selection, the channel application data being operable to modify the visual

appearance provided to the channel content data by the interactive multimedia runtime container, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 93, the mobile device of claim 92 further comprises a signaling engine (e.g., signaling engine 502 of FIGURE 5) configured to monitor a signal transmitted by the enhanced subscription server indicating an availability of updated channel application data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 94, the mobile device of claim 90 further comprises a plurality of channel data storage units (e.g., feed storage 106 of FIGURE 1), each of the plurality of channel data storage units being associated with a corresponding one of the plurality of channels subscribed to by the mobile device, *see e.g.*, paragraphs 0019, 0027, and 0047 of the specification.

In certain embodiments, such as that of dependent claim 95, the mobile device of claim 94 further comprises a push engine (e.g., push engine 202 of FIGURE 2) for allocating channel content data received from the enhanced subscription server into corresponding ones of the plurality of channel data storage units associated with each of the plurality of channels, *see e.g.*, paragraph 0027 of the specification.

According to one claimed embodiment, such as that of independent claim 96, a mobile rich media information method is provided. The method comprises: transmitting, to an enhanced subscription server, channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection, *see e.g.*, paragraphs 0017-19 of the specification; and receiving, at the mobile device, at least one subscriber-specific data stream comprising channel content data compiled by the enhanced subscription server from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection, *see e.g.*, paragraphs 0018-19 of the specification. The method further comprises populating one of a plurality of channels corresponding to the channel selection with the channel content data, *see e.g.*, paragraph 0019 of the specification; and displaying the channel content data with a visual appearance provided by an interactive

multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device, *see e.g.*, paragraph 0024 of the specification.

In certain embodiments, such as that of dependent claim 97, the system of claim 96 further comprises receiving, from the enhanced subscription server to the mobile device, a signal indicating an availability of updated channel content data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 98, the system of claim 96, further comprises: transmitting, to the enhanced subscription server, a channel content data request, *see e.g.*, paragraphs 0051-52 of the specification; and receiving the updated channel content data at the mobile device, *see e.g.*, paragraph 0016 of the specification.

In certain embodiments, such as that of dependent claim 99, at least one subscriber-specific data stream of claim 96 comprises channel application data associated with the one of the plurality of channels, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 100, the method of claim 99 further comprises modifying the visual appearance provided to the channel content data by the interactive multimedia runtime container based upon the channel application data, *see e.g.*, paragraph 0044 of the specification.

In certain embodiments, such as that of dependent claim 101, the system of claim 99 further comprises receiving, from the enhanced subscription server, a signal indicating an availability of updated channel application data, *see e.g.*, paragraphs 0052 – 53 of the specification.

In certain embodiments, such as that of dependent claim 102, the system of claim 99, further comprises: transmitting, to the enhanced subscription server, a channel application data request, *see e.g.*, paragraphs 0051-52 of the specification; and receiving updated channel application data at the mobile device, *see e.g.*, paragraph 0016 of the specification.

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

A. Claims 1, 3-19, and 21-65, and 67-102 stand rejected under 35 U.S.C. § 103(a) over different combinations of U.S. Publication No. 2002/106998 to Presley et al. (hereinafter “*Presley*”), U.S. Publication No. 2004/0034723 to Giroti (hereinafter “*Giroti*”), and U.S. Patent No. 6,819,669 to Rooney (hereinafter “*Rooney*”).

VII. ARGUMENT

Appellant respectfully traverses the outstanding rejections of the pending claims, and requests that the Board reverse the outstanding rejections in light of the remarks contained herein. The claims do not stand or fall together. Instead, Appellant presents separate arguments for various independent and dependent claims. Each of these arguments is separately argued below and presented with separate headings and sub-heading as required by 37 C.F.R. § 41.37(c)(1)(vii).

A. Rejections under 35 U.S.C. § 103(a) over *Presley* and *Giroti* and further in view of *Rooney*

Claims 1, 3-19, and 21-65, and 67-102 stand rejected under 35 U.S.C. § 103(a) over *Presley* and *Giroti* and further in view of *Rooney*. Appellant respectfully traverses the rejections.

The test for non-obvious subject matter is whether the differences between the subject matter and the prior art are such that the claimed subject matter as a whole would have been obvious to a person having ordinary skill in the art to which the subject matter pertains. The United States Supreme Court in *Graham v. John Deere and Co.*, 383 U.S. 1 (1966), set forth the factual inquiries which must be considered in applying the statutory test: (1) determining of the scope and content of the prior art; (2) ascertaining the differences between the prior art and the claims at issue; and (3) resolving the level of ordinary skill in the pertinent art. As discussed further hereafter, Appellant respectfully asserts that the claims include non-obvious differences over the cited art.

It is well settled that the examiner bears the initial burden of factually supporting any *prima facie* case of obviousness. Mere conclusory statements to support a rejection do not meet this burden. Thus, without providing enough evidence to meet the *prima facie* burden, the Appellant is under no obligation to submit evidence of nonobviousness.” *In re Kahn*, 441 F.3d 977, 988 (Fed. Cir. 2006). To make a *prima facie* case of obviousness, the Examiner must determine the “scope and content of the prior art,” ascertain the “differences between the prior art and the claims at issue,” determine “the level of ordinary skill in the pertinent art,” and evaluate evidence of secondary considerations. *Graham v. John Deere*, 383 U.S. 1,

17, (1966); *KSR Int'l Co. v. Teleflex Inc.*, 550 U.S. ___, 127 S.Ct. 1727 (2007). When determining the differences between the prior art and the claims, the question under 35 U.S.C. § 103 is not whether the differences themselves would have been obvious, but whether the claimed invention as a whole would have been obvious. *Graham*, 383 U.S. at 17.

The Supreme Court in *KSR* stated that it is “important [for an examiner] to identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the [prior art] elements” in the manner claimed. *KSR*, 127 S.Ct. at 1741. Indeed, the Court indicated that there should be an “explicit” analysis regarding “whether there was an *apparent reason* to combine the known elements *in the fashion claimed* by the patent at issue.” *Id.* (emphasis added). Further, the Court did not totally reject the use of “teaching, suggestion, or motivation” test as a factor in the obviousness analysis. *Id.*

1. Non-Analogous Art

Appellant respectfully asserts that *Presley*, *Giroti*, and *Rooney* are non-analogous art, and that a combination of these references is improper because the references do not logically commend themselves to an inventor’s attention considering the claimed invention as a whole. See *KSR*, 127. S.Ct. at 1741. The present application describes a subscription system for rich media information accessible to mobile devices. *E.g., Specification*, at ¶¶ [0013]-[0016]. For example, the application describes “[a]n enhanced subscription server [that] maintains subscription information for each subscribing user and, using this information, generates a subscriber-specific stream of data to be transmitted to the user/subscriber. The subscriber’s mobile device receives this stream of data that includes the data available to populate the different channels to which the user has subscribed.” *Id.* at ¶ [0013]. Moreover, “[t]he user’s mobile device activates an interactive multimedia runtime container that may run a channel application corresponding to the visual experience of the particular channel. The channel data received in the data stream is then used to populate the information for the channel application. As a result, the user is able to view an interactive, rich media presentation of the information on the subscribed-to channel.” *Id.* at ¶ [0014].

Meanwhile, *Presley* describes a teleconferencing system designed to allow several transceivers to communicate over a wireless protocol. *Presley*, at Abstract. *Giroti*’s

teleconferencing appliance has multiple ports that permit different types of devices to communicate with each other. *Giroti*, at Abstract. *Rooney*, on the other hand, describes a communication system that overcomes a “peak load” problem that arises from a very specific situation when a single sender expects responses from a plurality of receivers at approximately the same time. *Rooney*, at Abstract. None of these references describes or even alludes to a subscription-based system such as the one described in the present application.

Therefore, Appellant believes that *Presley*, *Giroti*, and *Rooney* are non-analogous art because their general scope is outside the logical analogy of the present invention, and because the subject matter disclosed is irrelevant to the particular problem with which the present inventor is involved. *State Contracting & Eng'g Corp. v. Condotte America, Inc.*, 346 F.3d 1057, 1069 (Fed. Cir. 2003). Accordingly, Appellant respectfully asserts that the combination of these references is improper.

2. Lack of All Claimed Elements

Independent Claim 1 and Dependent Claims 4-10 and 12-18

Claim 1 recites:

A mobile information system comprising:
a plurality of mobile units;
a subscription server in communication with said plurality of mobile units;
a client subscription manager operable on said subscription server for compiling a data feed for each one of said plurality of mobile units, said data feed comprising channel data for each one of a plurality of channels subscribed to by each one of said plurality of mobile units;
one interactive multimedia runtime container (iMRC), operable on a display of said plurality of mobile units, for said each one of said plurality of channels subscribed to; and
a channel application, operable within said one iMRC, for presentation of one of said plurality of channels subscribed to, wherein said channel application presentation uses said channel data from said data feed to display one of said plurality of channels subscribed to. (Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 1.

For instance, as discussed further below, claim 1 clearly recites a subscription server in communication with said plurality of mobile units. The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least this element of claim 1. The *Final Office Action* relies upon *Presley*'s "central server" as meeting the claimed "subscription server" of claim 1. *Final Office Action*, at p. 2. A non-limiting description of the claimed "subscription server" is that it maintains subscription information for each subscribing user and, using this information, generates a subscriber-specific stream of data to be transmitted to the user/subscriber. *Specification*, at ¶ [0013]. Appellant notes that *Presley* describes its central server as a server that "facilitates the connection of transceivers (e.g., by maintaining a directory) to send out software upgrades, to record rich media, and in some cases to act as an application service provider for some or all of the functionality available to the transceivers." *Presley*, at ¶ [0029]. However, there is no indication in *Presley* that its central server is a subscription server. In fact, *Presley* is concerned with a conferencing system, and not with the processing of subscriber-specific data for mobile devices. *Id.* at Abstract. The *Final Office Action* does not rely upon *Giroti* or *Rooney* as providing this claimed element, and Appellant asserts that these references do not do so.

Further, claim 1 recites one interactive multimedia runtime container (iMRC), operable on a display of said plurality of mobile units, for said each one of said plurality of channels subscribed to and a channel application, operable within said one iMRC, for presentation of one of said plurality of channels subscribed to, wherein said channel application presentation uses said channel data from said data feed to display one of said plurality of channels subscribed to.. First, Appellant respectfully notes that *Presley* and *Giroti*, including the passages cited by the Examiner, do not disclose "one of said plurality of channels subscribed to." As discussed above, *Presley* discloses a teleconferencing system designed to allow several transceivers to communicate over a wireless protocol while *Giroti* describes a teleconferencing appliance with multiple ports which permit different types of devices to communicate with each other. *Presley*, at Abstract and *Giroti*, at Abstract. Thus, both *Presley* and *Giroti* are simply devoid of any mention of "one of said plurality of channels subscribed to." Similarly, the disclosures in both *Presley* and *Giroti* do not discuss anything resembling "a channel application operable within an interactive multimedia runtime container that uses channel data to display one of a plurality of channels subscribed

to,” as recited in claim 1. The Examiner does not rely upon *Rooney* as providing this claimed element, nor does *Rooney*, in fact, teach this limitation.

Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, does not teach or suggest every element of claim 1.

Claims 4-10 and 12-18 each depend either directly or indirectly from independent claim 1, and thus inherit all limitations of claim 1. Accordingly, it is respectfully submitted that these dependent claims are allowable at least because of their dependency from claim 1 for the reasons discussed above. Therefore, Appellant requests that the rejections of claims 4-10 and 12-18 likewise be overturned.

Dependent Claim 3

Dependent claim 3 depends from claim 1, and thus inherits all of the limitations of claim 1 in addition to its own supplied limitations. It is respectfully submitted that dependent claim 3 is allowable at least because of its dependence from claim 1 for the reasons discussed above.

Claim 3 further recites “wherein said navigation signals control at least one of: navigation between ones of said plurality of channels; and navigation within rich media information displayed within said each one of said plurality of channels.” The Examiner relies solely upon *Presley* as meeting this claimed element. *Final Office Action*, at p. 6. Appellant respectfully notes that the cited paragraphs of *Presley* actually discusses the simultaneous display of video from each transceiver and a map, target photograph, or other relevant data for military use. *Presley* at ¶¶ [0061] – [0066]. Thus, this further element of claim 3 is not disclosed by *Presley*, and the Examiner does not rely upon *Giroti* or *Rooney* as providing this claimed element. Appellant asserts that these references do not do so, and the rejection of claim 3 should therefore be overturned for this further reason.

Dependent Claim 11

Dependent claim 11 depends from claim 1, and thus inherits all of the limitations of claim 1 in addition to its own supplied limitations. It is respectfully submitted that dependent

claim 11 is allowable at least because of its dependence from claim 1 for the reasons discussed above.

Claim 11 further recites “information received from said user comprises at least one of: user preferences concerning display of plurality of channels subscribed to; and user requests for subscribing to another one of said plurality of channels.” The Examiner relies solely upon *Giroti* as meeting this claimed element. *Final Office Action*, at p. 8. The cited paragraphs of *Giroti* discloses a registration process using personal information and a real time awareness where the appliance keeps track of all the devices from which each registrant has previously connected in order to know when a device loses connectivity. *Giroti* at ¶¶ [0097], [0099]. *Giroti*’s personal information is simply not the same as “user preferences concerning display of plurality of channels subscribed to; and user requests for subscribing to another one of said plurality of channels.” Thus, this further element of claim 11 is not disclosed by *Giroti*, and the Examiner does not rely upon *Presley* or *Rooney* as providing this claimed element. Appellant asserts that these references do not do so, and the rejection of claim 11 should therefore be overturned for this further reason.

Independent Claim 19 and Dependent Claims 21, 23-26 and 28-33

Claim 19 recites:

A system for providing a plurality of rich media channels comprising:
a stream of channel data describing information presented in said
plurality of rich media channels;
a mobile device receiving said stream of channel data, said mobile
device comprising:
 a display;
 a rich media runtime container operable on said display;
 a plurality of channel applications operable within said rich
media runtime container, wherein each of said channel applications uses said
channel data for presenting said information;
 a navigation element manually operable by a user to navigate
through said plurality of rich media channels; and
 a channel data storage on said mobile device for each one of said
plurality of rich media channels for storing current channel data associated
with said each one of said plurality of rich media channels. (Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 19. That is, the applied combination fails to teach or

suggest “a channel data storage on the mobile device for each one of the rich media channels for storing current channel data associated with the rich media channels.”

In its treatment of claim 19, the *Final Office Action* appears to rely solely upon *Presley* as meeting this claimed element. *Final Office Action*, at p. 10. However, the passages of *Presley* cited by the Examiner only generically disclose a memory (e.g., RAM, ROM, CD-ROM, tape drive, etc.). *Presley*, ¶¶ [0019] and [0025].. Further, the cited paragraphs [0035]-[0037] of *Presley* describe a central server that has a general recordation capability in situations where a handheld transceiver has limited storage. Thus, Appellant has been unable to find any passage of *Presley*, *Giroti*, or *Rooney*, that teaches or suggests “a channel data storage on a mobile device for each rich media channel for storing current channel data associated with each rich media channel,” as recited in claim 19.

Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, does not teach or suggest every element of claim 19.

Claims 21, 23-26 and 28-33 each depends either directly or indirectly from independent claim 19, and thus inherit all limitations of claim 19. Accordingly, it is respectfully submitted that these dependent claims are allowable at least because of their dependency from claim 19 for the reasons discussed above. Therefore, Appellant requests that the rejections of claims 21, 23-26 and 28-33 likewise be overturned.

Dependent Claim 22

Dependent claim 22 depends from claim 19, and thus inherits all of the limitations of claim 19 in addition to its own supplied limitations. It is respectfully submitted that dependent claim 22 is allowable at least because of its dependence from claim 19 for the reasons discussed above.

Claim 22 further recites “a push engine application on said mobile device for separating said stream of channel data for each of said plurality of rich media channels and storing said separate channel data in said channel data storage.” The Examiner relies solely on upon *Giroti* as meeting this claimed element. *Final Office Action*, at p. 13. Also, the *Final Office Action* appears to rely upon *Giroti*’s “converger” as meeting the claimed “push

engine application” of claim 22. *Final Office Action*, at p. 13. Appellant notes that *Giroti* describes its converger as being able to interpret the actions embedded within each HTML file, which corresponds to initiation of either a voice or data session. *Giroti*, at ¶ [0106]. The converger performs this determination by retrieving and loading the context, session and state of the transaction. *Id.* There is no indication in *Giroti* that its converger is a push engine application since retrieving and loading the context, session, and state of the transaction is not equivalent to separating and storing channel data in channel data storage, as recited by claim 22. The *Final Office Action* does not rely upon *Presley* or *Rooney* as providing this claimed element. Appellant asserts that none of *Giroti*, *Presley*, or *Rooney* teach this element, so the rejection of claim 22 should therefore be overturned.

Dependent Claim 27

Dependent claim 27 depends from claim 19, and thus inherits all of the limitations of claim 19 in addition to its own supplied limitations. It is respectfully submitted that dependent claim 27 is allowable at least because of its dependence from claim 19 for the reasons discussed above.

Claim 27 further recites “a first page of each of said plurality of rich media channels subscribed to is sequentially displayed on said display when no activity has been detected by a user for a predefined period of time.” The Examiner relies solely on upon *Giroti* as meeting this claimed element. *Final Office Action*, at p. 14. Appellant respectfully notes that the cited paragraph [0111] of *Giroti* describes the choices that participants have in order “to operate, administer, manage and interact with the conference.” Appellant has been unable to find anywhere in *Giroti* that describes “a first page of each of said plurality of rich media channels subscribed to is sequentially displayed” let alone such action taking place “when no activity has been detected by a user for a predefined period of time,” as recited by claim 27. Thus, this further element of claim 27 is not taught by *Giroti*, and the rejection of claim 27 should therefore be overturned for this further reason.

Independent Claim 34 and Dependent Claims 35-47

Claim 34 recites:

A method for presenting a plurality of dynamic multimedia information channels (DMIC) on a mobile device comprising:

compiling a stream of data at a dynamic information subscription server, wherein said stream of data comprises channel data related to ones of said plurality of DMIC subscribed to by a user of said mobile device;
receiving said stream of data at said mobile device; and
running a channel program within an interactive multimedia runtime (iMR) on a display of said mobile device, wherein said channel program corresponds to each of said plurality of DMIC.

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 34.

The Examiner relies solely upon *Giroti* as meeting the claimed element of compiling a stream of data at a dynamic information subscription server, wherein said stream of data comprises channel data related to ones of said plurality of DMIC subscribed to by a user of said mobile device. *Final Office Action*, at p. 16. Appellant respectfully asserts that *Giroti* only seems to describe a conferencing appliance that can transform data by “reformatting, repurposing and compressing files shared during the conference based upon [certain] parameters...prior to delivering the data” to be displayed to participants *Giroti*, at ¶ [0016]. Simply reformatting data into different media forms is not the same as compiling a stream of data having channel data related to dynamic multimedia information channels subscribed to by a user of a mobile device, as recited by claim 34. Appellant has been unable to find any passage of *Presley*, *Giroti*, or *Rooney*, that teaches or suggests the features recited in claim 34.

Independent claim 34 further recites: running a channel program within an interactive multimedia runtime (iMR) on a display of said mobile device, wherein said channel program corresponds to each of said plurality of DMIC.” The Examiner again relies solely upon *Giroti* as meeting this claimed element. However, the passage of *Giroti* cited by the Examiner only describes compressing, resizing, and reformatting a file before transmission in order to conserve bandwidth. *Giroti*, at ¶ [0110]. This is not the same as running a channel program within an interactive multimedia runtime (iMR) on a display of a mobile device,

wherein the channel program corresponds to each of the plurality of DMIC. Appellant has been unable to find any passage of *Presley*, *Giroti*, or *Rooney*, that teaches or suggests the features recited in claim 34.

Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, does not teach or suggest every element of claim 34.

Claims 35-47 each depends either directly or indirectly from independent claim 19, and thus inherit all limitations of claim 34. Accordingly, it is respectfully submitted that these dependent claims are allowable at least because of their dependency from claim 34 for the reasons discussed above. Therefore, Appellant requests that the rejections of claims 35-47 likewise be overturned.

Independent Claim 48 and Dependent Claims 49-62

Claim 48 recites:

A method for experiencing interactive multimedia information on a mobile unit comprising:

interacting with a user interface of said mobile unit to subscribe to one or more channels having interactive multimedia content;

displaying one of said one or more channels on a display of said mobile unit; and

manipulating a navigational mechanism on said mobile unit to explore said interactive multimedia content on one of said one or more channels.
(Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized element of claim 48.

The Examiner relies solely upon *Presley* in the *Final Office Action* as meeting this claimed element. *Final Office Action*, at p. 22. However, paragraph [0031] of *Presley* disclose generic multimedia interfaces. However, these interfaces of *Presley* do not satisfy the recited “interacting with the a user interface to subscribe to one or more channels having interactive multimedia content” of claim 48. Thus, while *Presley* may describe general multimedia interfaces, *Presley* does not teach or suggest subscribing to one or more channels having interactive multimedia content, much less interacting with a user interface of a mobile

unit to subscribe to such channels. *Presley*, at ¶ [0037]. Appellant has been unable to find any passage of *Presley*, *Giroti*, or *Rooney*, that teaches or suggests the features recited in claim 48.

Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, does not teach or suggest every element of claim 48.

Claims 49-62 each depends either directly or indirectly from independent claim 48, and thus inherits all limitations of claim 48. Accordingly, it is respectfully submitted that these dependent claims are allowable at least because of their dependency from claim 48 for the reasons discussed above. Therefore, Appellant requests that the rejections of claims 49-62 likewise be overturned.

Independent Claim 63 and Dependent Claims 64-65 and 67-76

Claim 63 recites:

A system for viewing interactive rich media information on a mobile device comprising:

means for interacting with a user interface of said mobile device to subscribe to plurality of rich media channels having rich media content;

means for displaying one of said plurality of rich media channels on a display of said mobile device;

means for manipulating a navigation mechanism on said mobile device to explore said rich media content on one of said plurality of rich media channels;

means for receiving said content updates directly from an enhanced subscription server when changes to one of said plurality of rich media channels is detected; and

means for receiving said content updates responsive to a request from said mobile device, wherein said request is issued according to one of:

an update available signal received from said enhanced subscription server; and

passing of a predetermined period of time. (Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 63.

The Examiner has cited to multiple paragraphs ([0003], [0077], [0078], [0097], [0099], [0102], [0106], [0107]) of *Giroti* and paragraphs [0031], [0036], [0037] of *Presley* as

teaching or suggesting these claimed features. *Final Office Action*, at p. 28 (claims 42 and 48). *Giroti* describes a teleconferencing appliance has multiple ports that permit different types of devices to communicate with each other. *Giroti*, at Abstract. These passages do not describe receiving content updates from an enhanced subscription server when changes to a rich media channel are detected. In fact, Appellant respectfully notes they merely disclose the teleconferencing appliance, the procedure to connect the difference devices, keeping track of which device is disconnected, scheduling and sending notification of a converged conference, participant registration, and conversion of media. *Giroti* at ¶¶ [0003], [0077], [0078], [0097], [0099], [0102], [0106], [0107]. These disclosures have nothing to do with receiving content updates from an enhanced subscription server, much less receiving such updates when changes are detected or when the mobile device sends a request. Appellant has been unable to find any passage of *Presley*, *Giroti*, or *Rooney*, that teaches or suggests the features recited in claim 63.

Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, does not teach or suggest every element of claim 63.

Claims 64-65 and 67-76 each depends either directly or indirectly from independent claim 1, and thus inherit all limitations of claim 63. Accordingly, it is respectfully submitted that these dependent claims are allowable at least because of their dependency from claim 63 for the reasons discussed above. Therefore, Appellant requests that the rejections of claims 64-65 and 67-76 likewise be overturned.

Independent Claim 78 and Dependent Claims 79-83

Claim 78 recites:

A mobile rich media information system comprising:
an enhanced subscription server configured to retrieve information from at least one of a plurality of Internet sources and compile at least one subscriber-specific data stream for a mobile device based upon channel subscription information associated with the mobile device, the channel subscription information comprising a channel selection;

wherein the at least one subscriber-specific data stream comprises channel content data for populating one of a plurality of channels corresponding to the channel selection; and

wherein the mobile device is configured to display the channel content

data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels, the interactive multimedia runtime container residing within the mobile device. (Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 78.

The Examiner relies solely on upon *Giroti* as meeting this claimed element. *Final Office Action*, at p. 31. Here, the *Final Office Action* appears to indicate *Giroti*'s "converger" reads on the claimed "enhanced subscription server" of claim 78. *Id.* Appellant respectfully notes that the Examiner has alleged that *Giroti*'s converger meets the claimed "push engine application" of at least claims 12 and 22, while previously relying upon *Presley*'s "central server" as meeting the subscription server of claim 1. *Final Office Action*, at p. 2.. As previously discussed, *Giroti*'s converger is used to interpret the actions embedded within each HTML file, which corresponds to initiation of either a voice or data session. *Giroti*, at ¶ [0106]. Indeed, the converger performs this determination by retrieving and loading the context, session and state of the transaction. *Id.* However, there is no indication in *Giroti* that its converger is an enhanced subscription server since retrieving and loading the context, session, and state of the transaction is not the same as compiling at least one subscriber-specific data stream for a mobile device based upon channel subscription information associated with the mobile device, the channel subscription information comprising a channel selection, as recited by claim 78. The *Final Office Action* does not rely upon *Presley* or *Rooney* as providing this claimed element, and Appellant asserts that these references do not meet the steps of claim 78.

Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, does not teach or suggest every element of claim 78.

Claims 79-83 each depend either directly or indirectly from independent claim 78, and thus inherit all limitations of claim 78. Accordingly, it is respectfully submitted that these dependent claims are allowable at least because of their dependency from claim 78 for the reasons discussed above. Therefore, Appellant requests that the rejections of claims 79-83 likewise be overturned.

Independent Claim 84 and Dependent Claims 85-89

Claim 84 recites:

A mobile rich media information method comprising:
receiving, at an enhanced subscription server, channel subscription
information associated with a mobile device, the channel subscription
information comprising a channel selection;

gathering channel content data from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection;

compiling at least one subscriber-specific data stream for the mobile device, the at least one subscriber-specific data stream comprising the channel content data; and

transmitting the at least one subscriber-specific data stream to the mobile device, the mobile device being configured to populate one of a plurality of channels corresponding to the channel selection with the channel content data and to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device.

(Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized element of claim 84.

The Examiner relies solely on upon *Presley* as meeting this claimed element. *Final Office Action*, at p. 36. The cited passages of *Presley* fail to disclose any component that comes close to an enhanced subscription server of claim 84. They merely disclose that *Presley*'s conferencing system contain communications components that can receive rich media. *Presley*, at ¶¶ [0006]-[0008], [0023], [0028]. Merely having a component that is able to receive rich media is not the same as receiving channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection, much less receiving such information at an enhanced subscription server, as recited by claim 84. Further, *Presley* is concerned with a teleconferencing system, and not with the processing of subscriber-specific data for mobile devices. *Id.* at Abstract. The Examiner does not rely upon *Giroti* or *Rooney* as providing a subscription server, and Appellant asserts that these references do not meet the steps of claim 84. Accordingly, a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, would not render claim 84 unpatentable. Claims

85-89 depend from claim 84 and thus are believed to be patentable for at least the same reasons.

Independent Claim 90 and Dependent Claims 91-95

Claim 90 recites:

A mobile rich media information system comprising:
a mobile device configured to receive at least one subscriber-specific data stream from an enhanced subscription server, the at least one subscriber-specific data stream being compiled by the enhanced subscription server based upon information retrieved from at least one of a plurality of Internet sources and based upon channel subscription information associated with the mobile device, the channel subscription information comprising a channel selection;

wherein the at least one subscriber-specific data stream comprises channel content data for populating one of a plurality of channels corresponding to the channel selection; and

wherein the mobile device is configured to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device. (Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 90. The Examiner has based the rejection of claim 90 on the explanation of the rejection with regard to claim 78. *Final Office Action*, at p. 40. For reasons similar to those presented in claim 78, Appellant respectfully asserts that a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, would not render claim 90 unpatentable. None of *Presley*, *Giroti*, or *Rooney*, whether alone or in combination, teach or even suggest systems involving subscriber-specific data streams with subscription servers that manages the subscriptions of each user. Claims 91-95 depend from claim 90 and thus are believed to be patentable for at least the same reasons.

Independent Claim 96 and Dependent Claims 97-102

Independent claim 96 recites:

A mobile rich media information method comprising:
transmitting, to an enhanced subscription server, channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection;

receiving, at the mobile device, at least one subscriber-specific data stream comprising channel content data compiled by the enhanced subscription server from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection;

populating one of a plurality of channels corresponding to the channel selection with the channel content data; and

displaying the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device. (Emphasis added).

The combination of *Presley*, *Giroti*, and *Rooney* fails to teach or suggest at least the above-emphasized elements of claim 96. The Examiner has based the rejection of claim 96 on the explanation as set forth regarding claim 84. *Final Office Action*, at p. 41. For reasons similar to those presented in claim 84, Appellant respectfully asserts that a combination of *Presley*, *Giroti*, and *Rooney*, even if proper, would not render claim 96 unpatentable. None of *Presley*, *Giroti*, or *Rooney*, whether alone or in combination, teach or even suggest systems involving subscriber-specific data streams with subscription servers that manages the subscriptions of each user. Claims 97-102 depend from claim 96 and thus are believed to be patentable for at least the same reasons.

VIII. CLAIMS APPENDIX

A copy of the claims involved in the present appeal is attached hereto as Appendix A.

IX. EVIDENCE APPENDIX

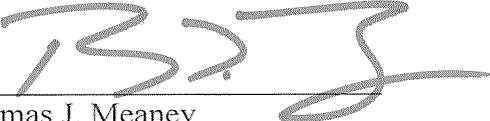
No evidence pursuant to §§ 1.130, 1.131, or 1.132 or entered by or relied upon by the examiner is being submitted.

X. RELATED PROCEEDINGS APPENDIX

No related proceedings are referenced in II. above, hence copies of decisions in related proceedings are not provided.

Dated: May 28, 2008

Respectfully submitted,

By 
Thomas J. Meaney
Registration No.: 41,990
FULBRIGHT & JAWORSKI L.L.P.
2200 Ross Avenue, Suite 2800
Dallas, Texas 75201-2784
(214) 855-8278
(214) 855-8200 (Fax)
Attorney for Appellant

APPENDIX A

1. (Previously presented) A mobile information system comprising:
 - a plurality of mobile units;
 - a subscription server in communication with said plurality of mobile units;
 - a client subscription manager operable on said subscription server for compiling a data feed for each one of said plurality of mobile units, said data feed comprising channel data for each one of a plurality of channels subscribed to by each one of said plurality of mobile units;
 - one interactive multimedia runtime container (iMRC), operable on a display of said plurality of mobile units, for said each one of said plurality of channels subscribed to; and
 - a channel application, operable within said one iMRC, for presentation of one of said plurality of channels subscribed to, wherein said channel application presentation uses said channel data from said data feed to display one of said plurality of channels subscribed to.
2. (Canceled)
3. (Original) The mobile information system of claim 1 further comprising:
 - a navigation component on each of said mobile units for translating navigation movements entered by a user into navigation signals, wherein said navigation signals control at least one of:
 - navigation between ones of said plurality of channels; and
 - navigation within rich media information displayed within said each one of said plurality of channels.
4. (Original) The mobile information system of claim 1 further comprising:
 - a user interface application for receiving input from a user related to at least one of:
 - subscription to one or more of said plurality of channels; and
 - user preferences for information to be presented in said each of said plurality of channels subscribed to.

5. (Original) The mobile information system of claim 1 further comprising:
a feed store located within each of said plurality of mobile units, wherein said feed
data is stored associated with each corresponding one of said plurality of channels subscribed
to.

6. (Original) The mobile information system of claim 5 wherein said channel
data stored in said feed store is accessible only by said each corresponding one of said
plurality of channels.

7. (Original) The mobile information system of claim 1 further comprising:
a signaling engine located within each of said plurality of mobile units, wherein said
signaling engine monitors for signals transmitted by said subscription server.

8. (Original) The mobile information system of claim 7 wherein said signals
transmitted by said subscription server indicate availability of an updated data feed.

9. (Original) The mobile information system of claim 8 wherein said mobile
device transmits a request for said updated data feed upon receipt of said signals.

10. (Original) The mobile information system of claim 1 further comprising:
a transaction manager located within each of said plurality of mobile units, wherein
said transaction manager transmits information received from a user to said subscription
server.

11. (Original) The mobile information system of claim 10 wherein said
information received from said user comprises at least one of:
user preferences concerning display of plurality of channels subscribed to; and
user requests for subscribing to another one of said plurality of channels.

12. (Original) The mobile information system of claim 1 further comprising:
a push engine for separating said data feed into data chunks corresponding to channel
data for each one of said plurality of channels subscribed to.

13. (Original) The mobile information system of claim 1 wherein said channel
application is downloaded from said subscription server on subscription to one of said
plurality of channels.

14. (Original) The mobile information system of claim 13 wherein updates to said channel application are downloaded from said subscription server.

15. (Original) The mobile information system of claim 1 wherein said subscription server transmits one or more system feeds for providing system data.

16. (Original) The mobile information system of claim 15 wherein said system data provides channel data for displaying one or more system channels.

17. (Original) The mobile information system of claim 16 wherein said one or more system channels comprises one or more of:

a channel listing providing information on each of said plurality of channels available for subscription;

a headline channel for displaying a summary of each of said plurality of channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said iMRC; and

a game channel.

18. (Original) The mobile information system of claim 16 wherein said one or more system feeds are accessible only by said one or more system channels.

19. (Previously presented) A system for providing a plurality of rich media channels comprising:

a stream of channel data describing information presented in said plurality of rich media channels;

a mobile device receiving said stream of channel data, said mobile device comprising:

a display;

a rich media runtime container operable on said display;

a plurality of channel applications operable within said rich media runtime container, wherein each of said channel applications uses said channel data for presenting said information;

a navigation element manually operable by a user to navigate through said plurality of rich media channels; and

a channel data storage on said mobile device for each one of said plurality of rich media channels for storing current channel data associated with said each one of said plurality of rich media channels.

20. (Canceled)

21. (Original) The system of claim 20 wherein access to said channel data associated with said each one of said plurality of rich media channels is restricted to said each one of said plurality of rich media channels.

22. (Original) The system of claim 20 further comprising:

a push engine application on said mobile device for separating said stream of channel data for each of said plurality of rich media channels and storing said separate channel data in said channel data storage.

23. (Original) The system of claim 19 further comprising:

a channel application storage on said mobile device for storing a rich media application defining the visual experience of each of said plurality of rich media channels.

24. (Original) The system of claim 23 wherein said stream of channel data also comprises application data defining said channel application.

25. (Original) The system of claim 24 wherein said application data one of:
updates said channel application; and
initiates said channel application.

26. (Original) The system of claim 19 further comprising:
a user interface for receiving input from a user relating to one of:
subscribing to one or more of said plurality of rich media channels;
unsubscribing to one or more of said plurality of rich media channels
subscribed to; and
user preferences of information presented in said one or more of said plurality
of rich media channels subscribed to.

27. (Original) The system of claim 19 wherein a first page of each of said
plurality of rich media channels subscribed to is sequentially displayed on said display when
no activity has been detected by a user for a predefined period of time.

28. (Original) The system of claim 20 wherein a rich media subscription server
updates said channel data stored in said channel data storage.

29. (Original) The system of claim 28 wherein said updates are initiated by at
least one of:
said mobile device; and
said rich media subscription server.

30. (Original) The system of claim 29 wherein an option is presented to said user
for selecting an interval in which to poll said rich media subscription server for said updates.

31. (Original) The system of claim 19 further comprising:
one or more streams of system data describing information related to operation of
said system, wherein said system data is accessible by one or more system channels.

32. (Original) The system of claim 31 wherein said system data relates to at least one of:

a discovery channel providing information on each of said plurality of rich media channels available for subscription;

a now playing channel for displaying a summary of each of said plurality of rich media channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said rich media runtime container; and

a game channel.

33. (Original) The system of claim 19 further comprising:

an information navigation element for navigating information presented in said plurality of rich media channels.

34. (Original) A method for presenting a plurality of dynamic multimedia information channels (DMIC) on a mobile device comprising:

compiling a stream of data at a dynamic information subscription server, wherein said stream of data comprises channel data related to ones of said plurality of DMIC subscribed to by a user of said mobile device;

receiving said stream of data at said mobile device; and

running a channel program within an interactive multimedia runtime (iMR) on a display of said mobile device, wherein said channel program corresponds to each of said plurality of DMIC.

35. (Original) The method of claim 34 further comprising:

navigating through said each of said plurality of DMIC responsive to navigation movements received from a user of said mobile device; and

navigating through information presented in said DMIC responsive to in-channel navigation movements received from said user of said mobile device.

36. (Original) The method of claim 34 further comprising;
separating channel-specific data chunks of said channel data from said stream of data;
and

populating said running channel program with channel data from said stream of data.

37. (Original) The method of claim 36 further comprising:
storing said channel-specific data chunks of said channel data on said mobile device.

38. (Original) The method of claim 37 further comprising:
restricting access to said channel-specific data chunks to corresponding ones of said plurality of DMIC.

39. (Original) The method of claim 34 further comprising:
presenting subscriptions options to said user for said plurality of DMIC;
responsive to selections made by said user, communicating subscriptions selections to a multimedia information server.

40. (Original) The method of claim 39 further comprising:
downloading said channel application corresponding to ones of said plurality of DMIC subscribed to by said user.

41. (Original) The method of claim 34 further comprising:
updating said channel data according to an update system; and
updating said channel application according to an update system.

42. (Original) The method of claim 41 wherein said update system comprises one or more of:

receiving said updates directly from said dynamic information subscription server when changes to one of said channel data and said channel application are detected; and

receiving said updates responsive to a request from said mobile device, wherein said request is issued according to one of:

an update available signal received from said dynamic information subscription server; and

passing of a predetermined period of time.

43. (Original) The method of claim 42 wherein said user designates said predetermined period of time.

44. (Original) The method of claim 34 further comprising:
receiving user preferences from said user at said mobile device; and
communicating said user preference to said dynamic information subscription server for tailoring said stream of data to said user preference.

45. (Original) The method of claim 34 further comprising:
receiving one or more streams of system data at said mobile device; and
displaying one or more system channels using said system data.

46. (Original) The method of claim 45 further comprising:
restricting access to said system data to said one or more system channels.

47. (Original) The method of claim 45 wherein said one or more system channels comprise one or more of:

a channel listing providing information on each of said plurality of channels available for subscription;

a headline channel for displaying a summary of each of said plurality of channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said iMR; and

a game channel.

48. (Previously presented) A method for experiencing interactive multimedia information on a mobile unit comprising:

interacting with a user interface of said mobile unit to subscribe to one or more channels having interactive multimedia content;

displaying one of said one or more channels on a display of said mobile unit; and manipulating a navigational mechanism on said mobile unit to explore said interactive multimedia content on one of said one or more channels.

49. (Original) The method of claim 48 further comprising:

interacting with said user interface of said mobile unit to enter preferences applicable to said one or more channels subscribed to.

50. (Original) The method of claim 48 further comprising:

automatically receiving content updates for said one or more channels subscribed to.

51. (Original) The method of claim 48 further comprising:

receiving said content updates directly from an enhanced subscription server when changes to one of said one or more channels is detected; and

receiving said content updates responsive to a request from said mobile unit, wherein said request is issued according to one of:

an update available signal received from said enhanced subscription server;
and

passing of a predetermined period of time.

52. (Original) The method of claim 48 further comprising:

receiving a subscriber-specific stream of channel data from an enhanced subscription server; and

storing said channel data in a channel-specific memory address.

53. (Original) The method of claim 52 further comprising:

restricting access to said channel data to ones of said one or more channels associated with said channel data.

54. (Original) The method of claim 52 further comprising:
using subscription information entered during said interacting to compile said subscriber-specific stream of channel data.
55. (Original) The method of claim 52 further comprising:
using said preferences to compile said subscriber-specific stream of channel data.
56. (Original) The method of claim 48 further comprising:
running an interactive multimedia runtime container (iMRC) for each of said one or more channels displayed on said mobile unit.
57. (Original) The method of claim 56 further comprising:
combining said channel data and channel application logic in said iMRC to display said one or more channels.
58. (Original) The method of claim 57 wherein said channel application logic comprises one of:
application logic preexisting on said mobile unit; and
application logic downloaded from said enhanced subscription server upon subscription to one of said one or more channels.
59. (Original) The method of claim 57 further comprising:
automatically receiving logic updates for said channel application logic.
60. (Original) The method of claim 48 further comprising:
receiving at least one stream of system channel data at said mobile unit; and
displaying at least one system channel using said system channel data.
61. (Original) The method of claim 60 further comprising:
restricting access to said system channel data to said at least one system channel.

62. (Original) The method of claim 60 wherein said at least one system channel comprise at least one of:

a channel listing providing information on each of said one or more channels available for subscription;

a headline channel for displaying a summary of each of said one or more channels subscribed to, said summary displayed in a single channel;

a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system;

visual elements of said iMR; and

a game channel.

63. (Previously presented) A system for viewing interactive rich media information on a mobile device comprising:

means for interacting with a user interface of said mobile device to subscribe to plurality of rich media channels having rich media content;

means for displaying one of said plurality of rich media channels on a display of said mobile device;

means for manipulating a navigation mechanism on said mobile device to explore said rich media content on one of said plurality of rich media channels;

means for receiving said content updates directly from an enhanced subscription server when changes to one of said plurality of rich media channels is detected; and

means for receiving said content updates responsive to a request from said mobile device, wherein said request is issued according to one of:

an update available signal received from said enhanced subscription server;
and

passing of a predetermined period of time.

64. (Original) The system of claim 63 further comprising:

means for interacting with said user interface of said mobile device to enter preferences applicable to said plurality of rich media channels subscribed to.

65. (Original) The system of claim 63 further comprising:

means for automatically receiving content updates for said plurality of rich media channels subscribed to.

66. (Canceled)

67. (Original) The system of claim 63 further comprising:
means for receiving a subscriber-specific stream of channel data from an enhanced
subscription server; and
means for storing said channel data in a channel-specific memory.

68. (Original) The system of claim 67 further comprising:
means for restricting access to said channel data to ones of said plurality of rich
media channels associated with said channel data.

69. (Original) The system of claim 67 further comprising:
means for using subscription information entered during execution of said means for
interacting to compile said subscriber-specific stream of channel data.

70. (Original) The system of claim 67 further comprising:
means for using said preferences to compile said subscriber-specific stream of
channel data.

71. (Original) The system of claim 63 further comprising:
means for running an interactive multimedia runtime container (iMRC) for each of
said plurality of rich media channels displayed on said mobile device.

72. (Original) The system of claim 71 further comprising:
means for combining said channel data and channel application logic in said iMRC to
display said plurality of rich media channels.

73. (Original) The system of claim 72 wherein said channel application logic
comprises one of:
application logic preexisting on said mobile device; and
application logic downloaded from said enhanced subscription server upon
subscription to one of said plurality of rich media channels.

74. (Original) The system of claim 72 further comprising:
means for automatically receiving logic updates for said channel application logic.

75. (Original) The system of claim 63 further comprising:
means for receiving at least one stream of system channel data at said mobile device;
and

means for displaying at least one system channel using said system channel data.

76. (Original) The system of claim 75 further comprising:
means for restricting access to said system channel data to said at least one system
channel.

77. (Original) The system of claim 75 wherein said at least one system channel
comprise at least one of:

a channel listing providing information on each of said plurality of rich media
channels available for subscription;
a headline channel for displaying a summary of each of said plurality of rich media
channels subscribed to, said summary displayed in a single channel;
a promotions channel for displaying one or more promotions directed to a plurality of
subscribers to said mobile information system;
visual elements of said iMR; and
a game channel.

78. (New) A mobile rich media information system comprising:
an enhanced subscription server configured to retrieve information
from at least one of a plurality of Internet sources and compile at least one
subscriber-specific data stream for a mobile device based upon channel
subscription information associated with the mobile device, the channel
subscription information comprising a channel selection;

wherein the at least one subscriber-specific data stream comprises
channel content data for populating one of a plurality of channels
corresponding to the channel selection; and

wherein the mobile device is configured to display the channel content
data with a visual appearance provided by an interactive multimedia runtime
container associated with the one of the plurality of channels, the interactive
multimedia runtime container residing within the mobile device.

79. (New) The system of claim 78, wherein the enhanced subscription server is configured to transmit a signal to the mobile device to indicate an availability of updated channel content data.

80. (New) The system of claim 78, wherein the enhanced subscription server is configured to receive a channel content data request from the mobile device and to transmit updated channel content data to the mobile device.

81. (New) The system of claim 78, wherein the at least one subscriber-specific data stream comprises channel application data associated with the one of the plurality of channels corresponding to the channel selection, the channel application data being operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container.

82. (New) The system of claim 81, wherein the enhanced subscription server is configured to transmit a signal to the mobile device to indicate an availability of updated channel application data.

83. (New) The system of claim 81, wherein the enhanced subscription server is configured to receive a channel application data request from the mobile device and to transmit updated channel application data to the mobile device.

84. (New) A mobile rich media information method comprising:
receiving, at an enhanced subscription server, channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection;

gathering channel content data from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection;

compiling at least one subscriber-specific data stream for the mobile device, the at least one subscriber-specific data stream comprising the channel

content data; and

transmitting the at least one subscriber-specific data stream to the mobile device, the mobile device being configured to populate one of a plurality of channels corresponding to the channel selection with the channel content data and to display the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device.

85. (New) The method of claim 84, further comprising transmitting, from the enhanced subscription server, a signal indicating an availability of updated channel content data to the mobile device.

86. (New) The method of claim 84, further comprising:
receiving, at the enhanced subscription server, a channel content data request from the mobile device; and
transmitting updated channel content data to the mobile device.

87. (New) The method of claim 84, wherein the at least one subscriber-specific data stream comprises channel application data associated with the one of the plurality of channels corresponding to the channel selection, the channel application data being operable to modify the visual appearance provided to the channel content data by the interactive multimedia runtime container.

88. (New) The method of claim 87, further comprising transmitting, from the enhanced subscription server to the mobile device, a signal indicating an availability of updated channel application data.

89. (New) The method of claim 87, further comprising:
receiving, at the enhanced subscription server, a channel application data request from the mobile device; and
transmitting updated channel application data to the mobile device.

90. (New) A mobile rich media information system comprising:
a mobile device configured to receive at least one subscriber-specific
data stream from an enhanced subscription server, the at least one subscriber-
specific data stream being compiled by the enhanced subscription server based
upon information retrieved from at least one of a plurality of Internet sources
and based upon channel subscription information associated with the mobile
device, the channel subscription information comprising a channel selection;

wherein the at least one subscriber-specific data stream comprises
channel content data for populating one of a plurality of channels
corresponding to the channel selection; and

wherein the mobile device is configured to display the channel content
data with a visual appearance provided by an interactive multimedia runtime
container associated with the one of the plurality of channels and residing
within the mobile device.

91. (New) The system of claim 90, the mobile device further
comprising a signaling engine configured to monitor a signal transmitted by
the enhanced subscription server indicating an availability of updated channel
content data.

92. (New) The system of claim 90, wherein the at least one
subscriber-specific data stream comprises channel application data associated
with the channel selection, the channel application data being operable to
modify the visual appearance provided to the channel content data by the
interactive multimedia runtime container.

93. (New) The system of claim 92, the mobile device further
comprising a signaling engine configured to monitor a signal transmitted by
the enhanced subscription server indicating an availability of updated channel
application data.

94. (New) The system of claim 90, the mobile device further
comprising a plurality of channel data storage units, each of the plurality of

channel data storage units being associated with a corresponding one of the plurality of channels subscribed to by the mobile device.

95. (New) The system of claim 94, the mobile device further comprising a push engine for allocating channel content data received from the enhanced subscription server into corresponding ones of the plurality of channel data storage units associated with each of the plurality of channels.

96. (New) A mobile rich media information method comprising:
transmitting, to an enhanced subscription server, channel subscription information associated with a mobile device, the channel subscription information comprising a channel selection;

receiving, at the mobile device, at least one subscriber-specific data stream comprising channel content data compiled by the enhanced subscription server from at least one of a plurality of Internet sources, the channel content data corresponding to the channel selection;

populating one of a plurality of channels corresponding to the channel selection with the channel content data; and

displaying the channel content data with a visual appearance provided by an interactive multimedia runtime container associated with the one of the plurality of channels and residing within the mobile device.

97. (New) The system of claim 96, further comprising receiving, from the enhanced subscription server to the mobile device, a signal indicating an availability of updated channel content data.

98. (New) The system of claim 96, further comprising
transmitting, to the enhanced subscription server, a channel content data request; and
receiving the updated channel content data at the mobile device.

99. (New) The method of claim 96, wherein the at least one subscriber-specific data stream comprises channel application data associated with the one of the plurality of channels.

100. (New) The method of claim 99, further comprising modifying the visual appearance provided to the channel content data by the interactive multimedia runtime container based upon the channel application data.

101. (New) The system of claim 99, further comprising receiving, from the enhanced subscription server, a signal indicating an availability of updated channel application data.

102. (New) The system of claim 99, further comprising:
transmitting, to the enhanced subscription server, a channel application data request; and
receiving updated channel application data at the mobile device.